WHAT IS CLAIMED IS:

1. Apparatus for sharing sequence data between a local sequencer station and at least one remote sequencer station over a network via a server, the sequence data representing audiovisual occurrences each having descriptive characteristics and time characteristics, the apparatus comprising:

a first interface module receiving commands from a local sequencer station;

a data packaging module coupled to the first interface module, the data packaging module responding to the received commands by encapsulating sequence data from the local sequencer station into broadcast data units retaining the descriptive characteristics and time relationships of the sequence data, the data packaging module also extracting sequence data from broadcast data units received from the server for access by the local sequencer terminal;

a broadcast handler coupled to the first interface module and the data packaging module, the broadcast handler processing commands received via the first interface module;

a server communications module responding to commands processed by the broadcast handler by transmitting broadcast data units to the server for distribution to at least one remote sequencer station, the server communications module also receiving data available messages and broadcast data units from the server; and

a notification queue handler coupled to the server communications module and responsive to receipt of data available messages and broadcast data units

from the server to transmit notifications to the first interface for access by the local sequencer terminal.

2. Apparatus as recited in claim 1 wherein the data packaging module encapsulates the sequence data into broadcast data units including an arrangement data unit establishing a time reference, and at least one track data unit having a track time reference corresponding to the arrangement time reference, each track data unit having at least one associated event data unit representing an audiovisual occurrence at a specified time with respect to the associated track time reference.

3. Apparatus as recited in claim 2, wherein the sequence data produced by the local sequencer station includes multimedia data source data units and wherein the data packaging module encapsulates the multimedia source data units into at least one type of asset rendering broadcast unit, each asset rendering broadcast unit type specifying a version of multimedia data source data exhibiting a different degree of data compression.

4. Apparatus as recited in claim 3, wherein the server communications module responds to commands processed by the broadcast handler by transmitting asset rendering broadcast units of a selected asset rendering broadcast unit type to the server for distribution to at least one remote sequencer station

5. Apparatus as recited in claim 3, wherein the sequence data units produced by the local sequencer station include clip data units each representing a specified portion of a multimedia data source data unit and wherein the data packaging module encapsulates the clip data units into broadcast clip data units.

6. Apparatus as recited in claim 5, wherein the data packaging module encapsulates sequence data units into broadcast clip event data units each representing a specified portion of a multimedia data source data unit beginning at a specified time with respect to an associated track time reference.

7. Apparatus as recited in claim 6, wherein:

the data packaging module encapsulates sequence data units into scope event data units each having a scope event time reference established at a specific time with respect to an associated track time reference;

each scope event data unit including at least one timeline event data unit, each timeline event data unit having a timeline event time reference established at a specific time with respect to the associated scope event time reference and including at least one event data unit representing an audiovisual occurrence at a specified time with respect to the associated timeline event time reference.

8. Apparatus as recited in claim 1, comprising a connection control component responsive to commands received from the local sequencer station to establish

access via the server to a predetermined subset of broadcast data units stored on the server.

9. Apparatus as recited in claim 8, wherein the connection control component receives registration data from the local sequencer station and establishes access to a predetermined subset of broadcast data units stored on the server in accordance with permission data stored on the server.

10. Apparatus as recited in claim 1, wherein the data packaging module:

encapsulates sequence data into first and second types of broadcast data units;

responds to receipt of a message indicating the availability at the server of the first type of broadcast data unit by causing the server communications module to initiate a download of the first type of broadcast data unit without requiring authorization from the client application component; and

responds to receipt of a message indicating the availability at the server of the second type of broadcast data unit by causing the server communications module to initiate a download of the second type of broadcast data unit only after receipt of a download command from the client application component.

11. Apparatus as recited in claim 10, wherein the first type of broadcast data unit comprises a non-media broadcast data unit and the second type of broadcast data unit comprises a media broadcast data unit.

12. Apparatus for sharing sequence data between a local sequencer station and at least one remote sequencer station over a network via a server, the sequence data representing audiovisual occurrences each having descriptive characteristics and time characteristics and including multimedia data source data units, the apparatus comprising:

a first interface module receiving commands from a local sequencer station;

a data packaging module coupled to the first interface module, the data packaging module responding to the received commands by encapsulating sequence data from the local sequencer station into broadcast data units retaining the descriptive characteristics and time relationships of the sequence data, the data packaging module encapsulating the multimedia source data units into at least one type of asset rendering broadcast unit, each rendering broadcast unit type specifying a version of multimedia data source data exhibiting a different degree of data compression, the data packaging module also extracting sequence data from broadcast data units received from the server;

a broadcast handler coupled to the first interface module and the data packaging module, the broadcast handler processing commands received via the first interface module; and

a server communications module responding to commands processed by the broadcast handler by transmitting broadcast data units to the server for distribution to at least one remote sequencer station, the server communications module also receiving broadcast data units via the server from the at least one remote sequencer station.

13. Apparatus for sharing sequence data between a local sequencer station and at least one remote sequencer station over a network via a server, the sequence data representing audiovisual occurrences each having descriptive characteristics and time characteristics, the apparatus comprising:

a first interface module receiving commands from a local sequencer station;

a data packaging module coupled to the first interface module, the data packaging module responding to the received commands by encapsulating sequence data from the local sequencer station into broadcast data units retaining the descriptive characteristics and time relationships of the sequence data, the broadcast data units including custom broadcast data units, standard broadcast data units expressing the hierarchy of sequence data, and specialized broadcast data units including all attributes of standard broadcast data units plus additional attributes, the data packaging module also extracting sequence data from broadcast data units received from the server;

a broadcast handler coupled to the first interface module and the data packaging module, the broadcast handler processing commands received via the first interface module; and

a server communications module responding to commands processed by the broadcast handler by transmitting broadcast data units to the server for distribution to at least one remote sequencer station, the server communications module also receiving broadcast data units via the server from the at least one remote sequencer station and passing the received broadcast data units to the data packaging module.

14. A method for sharing sequence data between a local sequencer station and at least one remote sequencer station over a network via a server, the sequence data representing audiovisual occurrences each having descriptive characteristics and time characteristics, the method comprising:

receiving commands via a client application component from a user at a local sequencer station;

responding to the received commands by encapsulating sequence data from the local sequencer station into broadcast data units retaining the descriptive characteristics and time relationships of the sequence data and transmitting broadcast data units to the server for distribution to at least one remote sequencer station;

receiving data available messages from the server;

responding to receipt of data available messages from the server to transmit notifications to the client application component;

responding to commands received from the client application component to request download of broadcast data units from the server; and

receiving broadcast data units from the server and extracting sequence data from the received broadcast data units for access by the client application component.